

ABSTRACT OF THE DISCLOSURE

- 5 A search is conducted through a registered large advertising list to judge whether there are at least two large ad advertisers with credit of at least 1 in the large ad list. If not, free printing is inhibited. If so, a search is made for small ad advertisers to check if there are at least three small ad advertisers with credit of at least 1. If not, free printing is inhibited. If so, free printing is allowed. In this way, an image output system can be provided capable of producing a high image quality print with a sub image added thereto at no charge or a small charge by imposing a certain limit.